

File 344:CHINESE PATENTS ABS APR 1985-2001/May
(c) 2001 EUROPEAN PATENT OFFICE
File 347:JAPIO OCT 1976-2001/JAN(UPDATED 010507)
(c) 2001 JPO & JAPIO
File 350:Derwent WPIX 1963-2001/UD,UM &UP=200127
(c) 2001 Derwent Info Ltd
File 371:French Patents 1961-2001/BOPI 200119
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Set	Items	Description
S1	8406	DOOR?(2N) (HANDLE? OR KNOB? OR FURNITURE OR ATTACHMENT) OR - DOORKNOB? OR DOORHANDLE?
S2	3319684	REMOV? OR CHANG? OR INTERCHANG? OR EXCHANG? OR TRANSFER?
S3	41721	ADVERTIS? OR ADS OR MARKETING OR GRAPHIC?(2N) (DISPLAY? OR - PANEL? OR DESIGN?) OR DECAL?
S4	272710	PICTURE? OR VISUAL() (IMAGE? OR MESSAGE?) OR SIGNS OR SIGNA- GE OR INDICIA
S5	124	ADHANDLES OR AD()HANDLES OR LOGOHANDLES OR LOGO()HANDLES OR DOORBOARD? OR DOOR()BOARD?
S6	54	DISPLAY()INSERT?
S7	4	S1 AND S2 AND S3
S8	1	S1 AND S6 AND (S3 OR S4 OR S5)
S9	0	S8 NOT S7
S10	1	S1 AND S6 AND S2
S11	0	S10 NOT S7
S12	14	S1 AND S2 AND (S4 OR S5)
S13	14	S12 NOT S7
S14	4492	S1/TI
S15	4	S13 AND S14
S16	10341	S2(2N) (S3 OR S4 OR S5 OR S6)
S17	1	S12 AND S16
S18	1	S17 NOT (S7 OR S15)
S19	1962	IC=G09F-023?
S20	0	S12 AND S19
S21	15	S1 AND S3
S22	1	S1(3N)S3
S23	0	S22 NOT (S7 OR S15 OR S17)
S24	8	S21 AND S14
S25	4	S24 NOT (S7 OR S15 OR S17)
S26	6	AU="OLIVIER A A"
S27	4	AU="BECKER W E"
S28	1	S26 AND S27
S29	0	S28 NOT (S7 OR S15 OR S17 OR S24)
S30	2	(S26 OR S27) AND S1
S31	0	S30 NOT (S7 OR S15 OR S17 OR S24)

7/5/1 (Item 1 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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013259450 **Image available**
WPI Acc No: 2000-431333/200037
XRPX Acc No: N00-321881

Door handle with interchangeable graphics or display insert for commercial buildings has rectangular frame with slotted side members for receiving insert between sliding backing sheet and transparent front sheet

Patent Assignee: EXCLUSIVE DOOR HANDLES INC (EXCL-N)
Inventor: BECKER W E; OLIVIER A A
Number of Countries: 086 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200034603	A2	20000615	WO 99US19403	A	19990826	200037 B
AU 9957849	A	20000626	AU 9957849	A	19990826	200045
GB 2349076	A	20001025	WO 99US19403	A	19990826	200055
			GB 9926540	A	19991109	

Priority Applications (No Type Date): US 99370133 A 19990805; US 98207221 A 19981208; US 99141804 A 19990629

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200034603	A2	E	50	E05B-000/00	
Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZA ZW					
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW					
AU 9957849	A			E05B-000/00	Based on patent WO 200034603
GB 2349076	A			G09F-023/00	Based on patent WO 200034603

Abstract (Basic): WO 200034603 A2

NOVELTY - A rectangular pull handle assembly (11) comprises a frame (13) having a rear mounting plate (21) with two integral side members (25,27) and a detachable top cap (53) and bottom cap (55). Grooves formed between the side member nibs (31) and the rear plate receive a graphics insert sheet (83) between a back sheet (85) and protective transparent front sheet (81) which can slide into or out of the frame (22).

USE - For swing doors or the like in public buildings, hotels, large freezer doors, or any location where instructions, directions, or graphics of any kind are required.

ADVANTAGE - The graphics or information insert is easily **changed**. The location on a large pull handle at mid height is easily seen by all passing through the door.

DESCRIPTION OF DRAWING(S) - Exploded view of a **graphic display door pull handle**.

Pull handle (11)
Back plate (21)
Frame (22)
Side members integral with back plate (25,27)
Nib forming groove (31)
Demountable top and bottom caps (53,55)
Transparent protective front sheet (81)
Graphics sheet (83)
Backing sheet (85)
pp; 50 DwgNo 4/18

Title Terms: DOOR; HANDLE; **INTERCHANGE**; GRAPHIC; DISPLAY; INSERT; COMMERCIAL; BUILD; RECTANGLE; FRAME; SLOT; SIDE; MEMBER; RECEIVE; INSERT;

SLIDE; BACKING; SHEET; TRANSPARENT; FRONT; SHEET
Derwent Class: P85; Q47
International Patent Class (Main): E05B-000/00; G09F-023/00
International Patent Class (Additional): E05B-001/00
File Segment: EngPI

7/5/2 (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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012296582 **Image available**
WPI Acc No: 1999-102688/199909
XRPX Acc No: N99-075314

Door handle **for showcase - has holder in which sample is held in insert- removable manner**

Patent Assignee: SANYO ELECTRIC CO LTD (SAOL)
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 10332255	A	19981215	JP 97158055	A	19970530	199909 B

Priority Applications (No Type Date): JP 97158055 A 19970530

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 10332255	A	7	F25D-023/00	

Abstract (Basic): JP 10332255 A

NOVELTY - A holder (16) for sample or exhibition piece is provided in the handle. The sample is held in insert-**removable** manner by holder.

USE - Showcase.

ADVANTAGE - When visibility of store room through transparent glass is worsens due to firmation or cloudy weather goods can be **advertised** through goods exhibition holder. Modification position of goods contained in stored room can be performed smoothly. DESCRIPTION OF DRAWING(S) - The selected drawing shows perspective diagram of showcase. (16) Goods exhibition holder.

Dwg.2/15

Title Terms: DOOR; HANDLE; SHOWCASE; HOLD; SAMPLE; HELD; INSERT; **REMOVE ; MANNER**

Derwent Class: Q75; X27
International Patent Class (Main): F25D-023/00
File Segment: EPI; EngPI

7/5/3 (Item 3 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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012015798 **Image available**
WPI Acc No: 1998-432708/199837
XRPX Acc No: N98-338084

Transfer **method for construction material like door frames, furniture - involves attaching ink foil to decalcomania paper with moulding layer and base sheet made of quality paper**

Patent Assignee: FUJIMARU T (FUJI-I); KATSURA KK (KATS-N)
Number of Countries: 001 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 10181181	A	19980707	JP 96346809	A	19961226	199837 B
JP 3031871	B2	20000410	JP 96346809	A	19961226	200023

Verisha
1-100-401-6891

Priority Applications (No Type Date): JP 96346809 A 19961226

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 10181181	A		7	B41M-003/06	
JP 3031871	B2		6	B41M-003/06	Previous Publ. patent JP 10181181

Abstract (Basic): JP 10181181 A

The method involves **transferring** a pattern of a **decalcomania** paper (100) to a parent metal (9) using pressurising head roller (1). The **decalcomania** paper consists of a moulding layer (102) and a base sheet (101) which is made of a quality paper. An ink foil (103) is attached to the **decalcomania** paper to **transfer** the pattern. The parent metal is pre heated initially.

The **decalcomania** paper is made to contact the parent metal by passing or moving the pressurising heat rollers over the surface of the **decalcomania** paper. The base sheet is put on the surface of the parent metal until the **decalcomania** paper is cooled. After the ink is **transferred** to the surface of the parent metal, the base sheet is pulled out from the parent metal.

ADVANTAGE - Enables smooth guiding of pressurising rollers.
Prevents wrinkling of **decalcomania** paper. Facilitates **transferring** of ink. Enhances quality of **decalcomania** paper.

Dwg.1/5

Title Terms: **TRANSFER** ; METHOD; CONSTRUCTION; MATERIAL; DOOR; FRAME;
FURNITURE; ATTACH; INK; FOIL; **DECAL** ; PAPER; MOULD; LAYER; BASE; SHEET;
MADE; QUALITY; PAPER

Derwent Class: P74; P75; P78

International Patent Class (Main): B41M-003/06

International Patent Class (Additional): B41F-016/00; B41M-003/12;
B44C-001/17

File Segment: EngPI

7/5/4 (Item 4 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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001332490

WPI Acc No: 1975-M6420W/197547

Roll-up dog scratch protector - has integral die cut opening for suspension from door knob

Patent Assignee: SWART G A (SWAR-I)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 3916838	A	19751104				197547 B

Priority Applications (No Type Date): US 74446028 A 19740226

Abstract (Basic): US 3916838 A

The door protector is a defence against scratches inflicted by dogs on door finishes. It comprises an oblong panel which may be **removably** supported from a **door knob** in residence, thus protecting the door finish. Width of said panel is established to fit all doors, including those placed at right angles to a wall such as in hall ways. The door protector panel does in no way restrict use of the door in opening and closing same. A dog repellent spray may also be applied to the panel as a further deterrent. The panel may be printed in **graphic designs** , preferably lithographed, on a washable roll-up vinyl panel, or on a fold-up cardboard protector.

Title Terms: ROLL; UP; DOG; SCRATCH; PROTECT; INTEGRAL; DIE; CUT; OPEN;
SUSPENSION; DOOR; KNOB

Derwent Class: P14

15/5/1 (Item 1 from file: 347)
DIALOG(R)File 347:JAPIO
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05217758 **Image available**

DOOR FOR FURNITURE , AND HOUSING FURNITURE WITH THE DOOR INSTALLED ON IT

PUB. NO.: 08-173258 [JP 8173258 A]
PUBLISHED: July 09, 1996 (19960709)
INVENTOR(s): IMAMOTO KAORU
APPLICANT(s): SEKISUI CHEM CO LTD [000217] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 06-324492 [JP 94324492]
FILED: December 27, 1994 (19941227)
INTL CLASS: [6] A47B-096/00
JAPIO CLASS: 30.4 (MISCELLANEOUS GOODS -- Furniture)

ABSTRACT

PURPOSE: To make the alteration easier by installing a rail form fastening plate along three side edges of a transmission hole, at the rear side of a **picture** frame form frame body.

CONSTITUTION: A decorative plywood **picture** frame form frame body 1 has an almost rectangular transmission hole 11 at the center, and at the rear side of the **picture** frame form frame body 1, a rail form fastening plate 2 consisting of a Z-form steel is screwed along the three side edges of the transmission hole 11 except the upper side, through machine screws 3 inserted to screw holes 21. To the rail form fastening plate 2, a panel board consisting of a decorative plywood is inserted demountable from the upper side, so as to form a **door** 5 for **furniture** . To the three end edges abutting to the fastening plate 2 of the panel board 4, a synthetic rubber band form body 41 with a cross-section of almost a modified groove type steel form is held. This **door** 5 for **furniture** is screwed up to the front side opening of a housing furniture used as a hanging locker. Since the panel board 4 is inserted demountable to the fastening plate 2, the alteration can be carried out easily by **exchanging** the panel board 4.

15/5/2 (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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012720219 **Image available**

WPI Acc No: 1999-526331/199944

XRPX Acc No: N99-389726

Face frame of dowel apparatus for connecting work piece for manufacture of furniture, picture frame, door frame

Patent Assignee: WAGNER F P (WAGN-I)

Inventor: WAGNER F P

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5947652	A	19990907	US 9828653	A	19980224	199944 B

Priority Applications (No Type Date): US 9828653 A 19980224

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5947652	A		6	B23B-035/00	

Abstract (Basic): US 5947652 A

NOVELTY - Multiple cap screws are used for fixing space block (14) between two positioning blocks (10,12). A screwable device (42) is

attached to the positioning block. The flat disc (36) of screwable device, is movable to and away from U shaped channel formed between positioning blocks. Multiple apertures are formed in guide attached to positioning block (10).

DETAILED DESCRIPTION - Pilot holes (26,28) which are formed in space block, are parallel to positioning blocks and perpendicular to channel used for accommodating the work piece. The positioning block (10) comprises a conical aperture and a beveled edge. An alignment line which extends through aperture, is formed perpendicular to beveled edge.

USE - For connecting work piece to manufacture furniture such as desk, book cases etc, **picture** frame, door frame, credenzas, computer stand, etc.

ADVANTAGE - The alignment line of positioning block, assists in aligning the apparatus with respect to marking on work piece. The spacer blocks are easily **removable** by **removing** cap screws. Moreover width between the positioning blocks, is adjustable using shim. The guide facilitates drilling of holes along straight line, at equidistance apart. The screwable device enables pressing of work piece against positioning device thereby holding work piece stably.

DESCRIPTION OF DRAWING(S) - The figure shows exploded perspective view of face frame.

Positioning blocks (10,12)

Space block (14)

Pilot holes (26,28)

Flat disc (36)

Screwable device (42)

pp; 6 DwgNo 2/4

Title Terms: FACE; FRAME; DOWEL; APPARATUS; CONNECT; WORK; PIECE;

MANUFACTURE; FURNITURE; **PICTURE** ; FRAME; DOOR; FRAME

Derwent Class: P54

International Patent Class (Main): B23B-035/00

International Patent Class (Additional): B23B-049/02

File Segment: EngPI

15/5/3 (Item 2 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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012313417 **Image available**

WPI Acc No: 1999-119523/199910

Related WPI Acc No: 2000-571496

XRPX Acc No: N99-087263

Tamper-proof cargo container seal - consists of elongate segment of braided or bound metal strands placed through apertures in door lock rod actuation handle and door lock assembly, engaged at ends by enlarged diameter locking segments

Patent Assignee: LIROFF J (LIRO-I)

Inventor: LIROFF J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5857721	A	19990112	US 97801843	A	19970218	199910 B

Priority Applications (No Type Date): US 97801843 A 19970218

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5857721	A		13	B65D-027/30	

Abstract (Basic): US 5857721 A

The cargo container seal involves a closure assembly (82) with lock rods for maintaining the container doors in a closed position,

controlled by actuation handles (85) for latching and unlatching the doors . The **handle** has an aperture (85') for receiving an elongate segment of braided or bound metal strands allowing strength and flexibility. Each end of the elongate segment defines a male lock portion for engaging the female lock aperture of a lock segment having a larger diameter than the elongate segment. One end of the elongate segment is placed through the actuation handle aperture while the other end is placed through the apertures (30, 47) of a door lock assembly consisting of a primary shroud assembly (20) for preventing access to the connection joint between the actuation handle and the lock rod, engaged by a pivot brace (40) to prevent the actuation handle from being pivoted into lock rod unlatching position.

USE- To securely close the doors of a cargo container.

ADVANTAGE- Container doors cannot be opened without breakage and **removal** of seal. Independent identifying **indicia** on lock segments increases difficulty associated with unnoticeably replacing a **removed** cargo seal.

Dwg.3, 6A/6

Title Terms: TAMPER; PROOF; CARGO; CONTAINER; SEAL; CONSIST; ELONGATE; SEGMENT; BRAID; BOUND; METAL; STRAND; PLACE; THROUGH; APERTURE; DOOR; LOCK; ROD; ACTUATE; HANDLE; DOOR; LOCK; ASSEMBLE; ENGAGE; END; ENLARGE; DIAMETER; LOCK; SEGMENT

Derwent Class: Q32; Q47

International Patent Class (Main): B65D-027/30

International Patent Class (Additional): E05B-065/06

File Segment: EngPI

15/5/4 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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011531627 **Image available**

WPI Acc No: 1997-508108/199747

XRPX Acc No: N97-423170

Wire harness attachment structure for doors of motor vehicle - has protector assembly comprising base and cover coupled together and arranged at end of elbow part of grommet provided with opening in upper cylindrical part through wire harness is drawn out

Patent Assignee: YAZAKI CORP (YAZA)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 9240389	A	19970916	JP 9651922	A	19960308	199747 B

Priority Applications (No Type Date): JP 9651922 A 19960308

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 9240389	A		7	B60R-016/02	

Abstract (Basic): JP 9240389 A

The structure (10) consists of a **removable** grommet (14) notched in the L-shaped recess part (11e) of a door frame (11). The L-shaped recess part is provided in the front board part (11b) of the door frame. The grommet is inserted into the recess part from the door side plate part (11a) of the door frame. A wire harness (15) is arranged in the **door board** part of the door frame. The ends (15a) and connection lines (15b-15f) of the wire harness are connected individually with a number of connectors (17, 17a-17e) correspondingly. The wire harness is drawn through the opening (14g) provided in the grommet. The grommet is fixed with a base (12). The base has an attachment part (12a), an opening (12c) and a fixation protrusion (12b). The grommet comprises a cylindrical part (14h) and an elbow part

(14f).

A water-proof board part (14b) and a support board (14d) are integrally coupled at the end of the elbow part. A cover (13) comprising an attachment part (13a), a pore (13b), an upheaval part (13c) and a guide passage (13d) is provided. The cover is integrally fixed with the base. The cover is provided in the inner side of the water-proof board part of the grommet. The surroundings of the water-proof board is sealed by the attachment part of the cover. A protector assembly (16) comprises the base and the cover.

ADVANTAGE - Enables simple and rapid assembling. Improves mechanical and electrical safety. Provides water-proof structure. Improves productivity and rigidity.

Dwg.1/9

Title Terms: WIRE; HARNESS; ATTACH; STRUCTURE; DOOR; MOTOR; VEHICLE;
PROTECT; ASSEMBLE; COMPRISE; BASE; COVER; COUPLE; ARRANGE; END; ELBOW;
PART; GROMMET; OPEN; UPPER; CYLINDER; PART; THROUGH; WIRE; HARNESS; DRAW

Derwent Class: Q17; X12; X22

International Patent Class (Main): B60R-016/02

File Segment: EPI; EngPI

18/5/1 (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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007721956 **Image available**
WPI Acc No: 1988-355888/198850
XRPX Acc No: N88-269883

**Locking device for door or window - has each of several rotatable
operating knobs movable to any one of four stable positions**

Patent Assignee: KENRICK A & SONS LT (KENR-N)

Inventor: YAIR J D

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
GB 2205604	A	19881214	GB 8812668	A	19880527	198850 B

Priority Applications (No Type Date): GB 8713639 A 19870611; GB 8812668 A
19880527

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
GB 2205604	A		26		

Abstract (Basic): GB 2205604 A

The locking device comprises a body (10) mounting a number of rotatable operating knobs (14). A bolt (15) is slidable in the body between a retracted position, and an extended position in which part (18) of the bolt projects from the body to engage, and thus prevent movement of, a **door** or window **handle** (11). Each knob is rotatable to any one of four stable positions, in three of which part of its outer surface engages at least one side wall (32,33) of the bolt to prevent it sliding.

In the other position it is clear of the bolt side walls to allow sliding. Each knob incorporates an **indicia** carrying element to indicate which of its stable positions it is in, it being possible to **change** the **indicia** relative to each knob position in order to alter the 'code' of the locking device.

USE - Alterable code locking device for window or door.

.3,4/22

Title Terms: LOCK; DEVICE; DOOR; WINDOW; ROTATING; OPERATE; KNOB; MOVE; ONE
; FOUR; STABILISED; POSITION

Derwent Class: Q47

International Patent Class (Additional): E05B-013/08; E05B-037/12

File Segment: EngPI

25/5/1 (Item 1 from file: 347)
DIALOG(R) File 347:JAPIO
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05497285 **Image available**
DOOR KNOB COVER AND ITS MANUFACTURING METHOD

PUB. NO.: 09-112085 [JP 9112085 A]
PUBLISHED: April 28, 1997 (19970428)
INVENTOR(s): OKADA KUNIJU
APPLICANT(s): KOTOBUKI GIKEN KOGYO KK [402736] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 07-297291 [JP 95297291]
FILED: October 23, 1995 (19951023)
INTL CLASS: [6] E05B-001/00; B29C-045/00; B29C-045/46; B29L-031/46
JAPIO CLASS: 27.2 (CONSTRUCTION -- Building); 14.2 (ORGANIC CHEMISTRY -- High Polymer Molecular Compounds); 30.9 (MISCELLANEOUS GOODS -- Other)

ABSTRACT

PROBLEM TO BE SOLVED: To prevent deformation of a letter by providing at least one place each of a region of small elongation in and a region of large elongation respectively in the longitudinal direction on a band type knob cover made of synthetic resin and indicating an **advertising** letter, etc., on a part of small elongation.

SOLUTION: A band type knob cover 1 to be used by winding it around a **door knob** for antislipping, antibacterial purpose, decoration, etc., is formed of synthetic resin by a metal mold by integrating a central region 12 of small elongation and end part regions 11, 13 of large elongation with each other. Additionally, in case of giving an antibacterial property to the knob cover 1, it is done by molding the knob cover 1 by mixing an antibacterial agent in material resin, applying the antibacterial agent on the inside surface of the metal mold, spraying the antibacterial agent after molding or other methods. Additionally, in case of indicating an **advertising** letter, etc., it is done by printing or adhering a seal on the region 12 with small elongation so as not to deform the letter, etc. Thereafter, the knob cover 1 is wound around the knob, the end part regions 11, 13 are elongated, a projection 11a is inserted into a hole 13a and adhered closely to it. Consequently, it is possible to display a function of the knob as an **advertising** medium.

25/5/2 (Item 1 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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013399698 **Image available**
WPI Acc No: 2000-571636/200053
XRPX Acc No: N00-422889

Door attachment for door installed at e.g. retail store, commercial building, has graphic display secured to fused facing surfaces of front and intermediate bodies

Patent Assignee: OLIVIER A A (OLIV-I)

Inventor: OLIVIER A A

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6119385	A	20000919	US 97845861	A	19970428	200053 B

Priority Applications (No Type Date): US 97845861 A 19970428

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

Abstract (Basic): US 6119385 A

NOVELTY - The **door attachment** (14) has rear, intermediate and front bodies (17,18,20) fixed at a piled state. The facing surfaces of the front and intermediate bodies are fused and secure a **graphic display** (16). The front body is transparent to allow viewing of the **graphic display** from the front side. A groove (44) and a protrusion (46) are formed at the rear surface of the rear body, to form gripping surfaces.

USE - For door installed at e.g. retail store, commercial building.

ADVANTAGE - Improves appearance of e.g. retail store from external. Reduces manufacturing cost of **door attachment**. Suppresses damage to exterior surface finish of **door attachment**, thus reducing maintenance and repair costs.

DESCRIPTION OF DRAWING(S) - The figure shows the top cross-sectional view of the **door attachment**, at the installation state.

Door attachment (14)

Graphic display (16)

Rear, intermediate and front bodies (17,18,20)

Groove (44)

Protrusion (46)

pp; 6 DwgNo 2/2

Title Terms: DOOR; ATTACH; DOOR; INSTALLATION; RETAIL; STORAGE; COMMERCIAL; BUILD; GRAPHIC; DISPLAY; SECURE; FUSE; FACE; SURFACE; FRONT; INTERMEDIATE; BODY

Derwent Class: P85

International Patent Class (Main): G09F-023/00

File Segment: EngPI

25/5/3 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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011318091 **Image available**

WPI Acc No: 1997-295995/199727

XRAM Acc No: C97-095971

XRPX Acc No: N97-244641

Door- knob **cover useful esp. improved anti-sliding effect property - comprises continuous length of synthetic resin wound on door- knob, useful esp. for simple rotation, with reduced expansion property**

Patent Assignee: KOTOBUKI GIKEN KOGYO KK (KOTO-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 9112085	A	19970428	JP 95297291	A	19951023	199727 B

Priority Applications (No Type Date): JP 95297291 A 19951023

Patent Details:

Patent No	Kind	Ian Pg	Main IPC	Filing Notes
JP 9112085	A	5	E05B-001/00	

Abstract (Basic): JP 9112085 A

A **doorknob** cover is wound on a **doorknob** and is formed of a continuous length synthetic resin.

The **doorknob** cover comprises:

(i) portion(s) having short longitudinal expansion over predetermined length and width, and

(ii) portion(s) having long longitudinal expansion over predetermined length and width.

Also claimed is a method for the production of the **doorknob** cover.

USE - The method produces the **doorknob** cover mounted on the periphery of a **doorknob**.

ADVANTAGE - The use of the synthetic resin gives a higher anti-sliding effect. The **doorknob** is easily rotated. The continuous length synthetic resin easily winds the **doorknob** cover on the **doorknob**. The predetermined portion of the **doorknob** cover has expansion lower than that of the other portion, giving less expansion. A seal having a printed company name or a printed production name is stuck to the less expanded portion. The seal is not separated. The less expanded portion serves as an **advertisement** medium.

Dwg.1/5

Title Terms: DOOR; KNOB; COVER; USEFUL; IMPROVE; ANTI; SLIDE; EFFECT; PROPERTIES; COMPRISE; CONTINUOUS; LENGTH; SYNTHETIC; RESIN; WOUND; DOOR; KNOB; USEFUL; SIMPLE; ROTATING; REDUCE; EXPAND; PROPERTIES

Derwent Class: A84; Q47

International Patent Class (Main): E05B-001/00

International Patent Class (Additional): B29C-045/00; B29C-045/46;

B29L-031-46

File Segment: CPI; EngPI

25/5/4 (Item 3 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2001 Derwent Info Ltd. All rts. reserv.

007673752 **Image available**

WPI Acc No: 1988-307684/198843

XRPX Acc No: N88-233439

Storage cupboard with door with hinged transparent screen - has screen hinge shaped to form door handle

Patent Assignee: ADJIMAN A (ADJI-I)

Inventor: ADJIMAN A

Number of Countries: 019 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 8808188	A	19881020	WO 88FR187	A	19880415	198843 B
FR 2614125	A	19881021				198849
AU 8816222	A	19881104				198905

Priority Applications (No Type Date): FR 875363 A 19870415

Cited Patents: DE 287204; DE 836433; US 3793756

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 8808188	A	F	11		

Designated States (National): AT AU BR CH DE DK FI GB JP LU MC NL NO SE
SU US

Designated States (Regional): AT BE CH DE FR GB IT NL SE

Abstract (Basic): WO 8808188 A

A row of storage cupboards has each cupboard (1) fitted with a hinged door (2). Each door is provided with a transparent screen which is hinged to the door on the edge opposite to which the door is hinged to the cupboard.

The screen hinge (5) is so shaped that it forms a handle for opening the cupboard door. The screen is intended to support decorative material, or in the case where the cupboards are in public view, **advertising** matter may be supported between the screen and the door.

USE - Display of **advertising** matter.

Title Terms: STORAGE; CUPBOARD; DOOR; HINGE; TRANSPARENT; SCREEN; SCREEN; HINGE; SHAPE; FORM; DOOR; HANDLE

Derwent Class: P85; Q48

International Patent Class (Additional): E06B-005/00; G07F-009/02;
G07F-017/12; G09F-015/00; G09F-023/00
File Segment: EngPI

File 9:Business & Industry(R) Jul/1994-2001/May 21
 (c) 2001 Resp. DB Svcs.
 File 15:ABI/Inform(R) 1971-2001/May 19
 (c) 2001 Bell & Howell
 File 16:Gale Group PROMT(R) 1990-2001/May 21
 (c) 2001 The Gale Group
 File 18:Gale Group F&S Index(R) 1988-2001/May 21
 (c) 2001 The Gale Group
 File 20:World Reporter 1997-2001/May 21
 (c) 2001 The Dialog Corporation
 File 93:TableBase(R) Sep 1997-2001/May W2
 (c) 2001 Resp. DB Svcs.
 File 112:UBM Industry News 1998-2001/May 21
 (c) 2001 United Business Media
 File 148:Gale Group Trade & Industry DB 1976-2001/May 21
 (c)2001 The Gale Group
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 192:Industry Trends & Anal. 1997/Jun
 (c) 1997 Decision Resources Inc.
 File 196:FINDEX 1982-1999/Q2
 (c) 1999 Cambridge Scientific Abstracts
 File 481:DELPHES Eur Bus 95-2001/May W2
 (c) 2001 ACFCI & Chambre CommInd Paris
 File 484:Periodical Abstracts Plustext 1986-2001/May W2
 (c) 2001 Bell & Howell
 File 503:ACNielsen Market Statistics/Canada 1995-1997/Sep
 (c)1997 ACNielsen Co.
 File 553:Wilson Bus. Abs. FullText 1982-2001/Apr
 (c) 2001 The HW Wilson Co
 File 570:Gale Group MARS(R) 1984-2001/May 21
 (c) 2001 The Gale Group
 File 583:Gale Group Globalbase(TM) 1986-2001/May 15
 (c) 2001 The Gale Group
 File 608:KR/T Bus.News. 1992-2001/May 22
 (c)2001 Knight Ridder/Tribune Bus News
 File 621:Gale Group New Prod.Annou.(R) 1985-2001/May 21
 (c) 2001 The Gale Group
 File 624:McGraw-Hill Publications 1985-2001/May 17
 (c) 2001 McGraw-Hill Co. Inc
 File 635:Business Dateline(R) 1985-2001/May 19
 (c) 2001 Bell & Howell
 File 696:DIALOG Telecom. Newsletters 1995-2001/May 21
 (c) 2001 The Dialog Corp.
 File 88:Gale Group Business A.R.T.S. 1976-2001/May 22
 (c) 2001 The Gale Group

Set	Items	Description
S1	15373	DOOR?(2N) (HANDLE? OR KNOB? OR FURNITURE OR ATTACHMENT) OR - DOORKNOB? OR DOORHANDLE?
S2	13527805	REMOV? OR CHANG? OR INTERCHANG? OR EXCHANG? OR TRANSFER?
S3	10251899	ADVERTIS? OR ADS OR MARKETING OR GRAPHIC?(2N) (DISPLAY? OR - PANEL? OR DESIGN?) OR DECAL?
S4	2762946	PICTURE? OR VISUAL() (IMAGE? OR MESSAGE?) OR SIGNS OR SIGNA- GE OR INDICIA
S5	105	ADHANDLES OR AD()HANDLES OR LOGOHANDLES OR LOGO()HANDLES OR DOORBOARD? OR DOOR()BOARD?
S6	32	DISPLAY()INSERT?
S7	53	S1(S)S2(S)S3
S8	0	S7 AND S6
S9	1346	S1/TI,LP
S10	17	S7 AND S9
S11	12	RD (unique items)

S12	145727	S2(3N) (S3 OR S4 OR S5)
S13	3	S9 AND S12
S14	2	RD (unique items)
S15	1	S14 NOT S11
S16	0	S1 AND S6
S17	0	S12 AND S1 AND S5
S18	0	S1 AND S2 AND S5
S19	154	S1 AND S12
S20	3	S1(7N)S12
S21	2	RD (unique items)
S22	2	S21 NOT (S11 OR S14)
S23	2	CO="EXCLUSIVE DOOR HANDLES INC."
S24	1	RD (unique items)
S25	2	ARCHIE()OLIVIER
S26	1	S25 NOT S24
S27	3	S19 AND S9
S28	2	RD (unique items)
S29	0	S28 NOT (S11 OR S14 OR S21 OR S24 OR S26)
S30	10	S7 AND S19
S31	6	RD (unique items)
S32	3	S31 NOT (S11 OR S14 OR S21 OR S24 OR S26)

11/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2001 Resp. DB Svcs. All rts. reserv.

02228350

B.C. TO GIVE WOOD PRODUCT FIRMS A BOOST

(British Columbia government will provide \$22.4 mil this year to help BC firms that make wooden doors, prefabricated houses, furniture and other higher-value products)

Globe & Mail, p B4

August 14, 1998

DOCUMENT TYPE: Regional Newspaper ISSN: 0319-0714 (Canada)

LANGUAGE: English RECORD TYPE: Abstract

...(government will provide \$22.4 mil this year to help BC firms that make wooden doors, prefabricated houses, furniture and other higher-value products)

ABSTRACT:

...will provide \$22.4-million this year to help B.C. firms that make wooden doors, prefabricated houses, furniture and other higher-value products. The funds, which will come from Forest Renewal BC's \$517-million budget for 1998-1999, will be used to boost the firms' marketing, skills training, technology transfer and business development, including a \$1.6-million loan program. The province-owned firm plans to spend \$7-million on marketing efforts aimed primarily at developing new foreign markets for manufactured wood products from the province.

...

11/3,K/2 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

05688203 Supplier Number: 53647905 (USE FORMAT 7 FOR FULLTEXT)

Hobe Laboratories Instant Spray Sanitizer for Hard Surfaces MANUFACTURER:

Hobe Laboratories, Inc. CATEGORY: 410 - Cleaners & Disinfectants.

Product Alert, v28, n12, pNA

June 22, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 118

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...protection when left on a hard surface. Designed for use on hard surfaces including telephones, door handles, changing tables, countertops, shopping carts and toilet seats, the spray is packaged in 2 fl. oz...

...safe" plastic pump spray bottles with fine mist sprayers. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

11/3,K/3 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

05661452 Supplier Number: 50121311 (USE FORMAT 7 FOR FULLTEXT)

Hobe Laboratories Instant Spray Sanitizer for Hard Surfaces MANUFACTURER:

Hobe Laboratories, Inc. CATEGORY: Other Special Purpose Cleaners & Polishes

Product Alert, v28, n12, pN/A
June 22, 1998
Language: English Record Type: Fulltext
Article Type: Article
Document Type: Newsletter; Trade
Word Count: 118

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...protection when left on a hard surface. Designed for use on hard surfaces including telephones, **door handles**, **changing** tables, countertops, shopping carts and toilet seats, the spray is packaged in 2 fl. oz...

...safe" plastic pump spray bottles with fine mist sprayers. For sample retrieval information, please call: **Marketing** Intelligence Service, Ltd., (716) 374-6326.

11/3,K/4 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

05466466 Supplier Number: 48284986 (USE FORMAT 7 FOR FULLTEXT)
Pine-Sol Cleaner & Antibacterial Spray - Lemon Fresh MANUFACTURER: Clorox Co. CATEGORY: General Purpose Cleaners & Disinfectants
Product Alert, v28, n3, pN/A
Feb 9, 1998
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 117

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...odors - Contains no phosphates." The transparent yellow cleaner can be used for general cleaning to **remove** cooking ingredients and cooked food from areas to be cleaned, as well as to sanitize...

...cabinets, sinks, refrigerators, floors, bathroom tubs and tile, sinks, shower stalls, toilets, household washable walls, **doorknobs**, telephones, garbage cans, highchairs and woodwork. For sample retrieval information, please call: **Marketing** Intelligence Service, Ltd., (716) 374-6326.

11/3,K/5 (Item 1 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2001 The Dialog Corporation. All rts. reserv.

11186389

E-lectrifying the Auto Industry
Old economy patriarchs motor into the new economy arena.
MARY A. DEMPSEY
LATIN TRADE MAGAZINE
January 06, 2000
JOURNAL CODE: WLTM LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1876

... how the online frenzy will affect the regions entire manufacturing sector. The Internet will totally **change** the way that we as a company have worked, says John Ochs, a Ford spokesman...

...react to grab their share of the action, too. Lets say Ford needs 10,000 **doorknobs**, Ochs explains. We throw it up on the Internet today. Maybe a

big supplier based in Latin America builds those **doorknobs** . Immediately, he throws up an order on the site to his next-tier supplier. Multinational ...

... January unveiling of an in-house Office of E-commerce. We see the Internet as **changing** fundamentally the way the auto industry operates, says Delphi spokesman Peter Rowe. He notes that...

... along their supplier chains for years; General Motors in November launched its GM Trade-X- **Change** offering a virtual marketplace for instantaneous supplier transactions. On the supplier side, the multinationals have...in front of computer monitors custom-designing their vehicles. Luxury leather seats, last-minute order **changes** , V-8 instead of V-6 engines. All could be possible. On the Fiat website...

... business operations, tracking their inventory, sales and shipments on line. Still, the Internet is already **changing** car demand from a dealer-oriented process to a customer-driven component. The backbone of...

... audience. Wed like the e-mail address of every single one, says Mike Meinert, DaimlerChryslers **marketing** and merchandising senior manager for Latin America, the Middle East, Africa and East Central Europe...

11/3,K/6 (Item 2 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2001 The Dialog Corporation. All rts. reserv.

06835682

Minimum of fuss at Subaru

Stuart Martin

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (MERCURY (AUSTRALIA)) , p44

August 21, 1999

JOURNAL CODE: WTMA LANGUAGE: English RECORD TYPE: ABSTRACT

WORD COUNT: 132

Sales of Subaru vehicles are increasing steadily in Australia, in 1999. Subaru **marketing** head, Nick Senior, says Subaru's philosophy is to make continual upgrades and improvements. Many **changes** reflect feedback from customers. Senior says the Subaru Impreza range is well equipped and will...

... additional features. The WRX offers factory-fitted air conditioning, keyless entry, colour-coded mirrors and **door handles** and intermittent wipers. However, the price for 2000 is \$A500 more than the 1999 price...

11/3,K/7 (Item 3 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2001 The Dialog Corporation. All rts. reserv.

02914715

Easy Entry Is at Your Fingertips With the AccessOne Remote Keyless Entry System

PR NEWSWIRE

September 24, 1998

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 504

... cars, extending this technology to home security is a logical progression," says Vicki Silver, group **marketing** manager for Kwikset Corporation. By combining the security of a deadbolt with the convenience of...

... of radio frequency transmission makes it possible for the transmitter and receiver signal to simultaneously **change** access combinations each time the door is locked and unlocked, preventing code-grabbers from gaining ...

... under the KWIKSET(R), TITAN(R) and BLACK & DECKER brand names. Its full line of **door** hardware includes **handlesets**, knobsets, deadbolt locks, padlocks and leversets for the residential and light commercial markets. The company...

... Calif. For more information about Kwikset products, call 800-527-LOCK. /CONTACT: Arla Medvin of **Marketing** Support, Inc., 312-565-0044, for Kwikset Corporation/ 05:11 EDT

11/3,K/8 (Item 1 from file: 148)
DIALOG(R) File 148:Gale Group Trade & Industry DB
(c)2001 The Gale Group. All rts. reserv.

10484460 SUPPLIER NUMBER: 21167722 (USE FORMAT 7 OR 9 FOR FULL TEXT)
A Quick Tour around Value - Added IPO Web Sites.
Liebman, Bruce; Howard, Houlihan Lokey; Zukin
Database, v21, n5, p35(1)
Oct-Nov, 1998
ISSN: 0162-4105 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 3378 LINE COUNT: 00265

TEXT:

...opportunity for any private citizen to purchase stock in a company on a national stock **exchange**. Much more than a regulatory document, however, the whole IPO process is more commonly fixed...

...an IPO has been sold successfully to investors and is now listed on the stock **exchange**, a quicker way to download the information is to choose instead the formal prospectus, known...

...companies offer only de minimis information. Often, there are statements such as "the DKIA (**Doorknob** Industry Association) estimates that future demands for industry products at \$82 billion up until 2007 of all Internet users. The market for Internet content and information services, and Internet **advertising** is new and rapidly evolving, and competition for viewers and **advertisers** is intense and is expected to increase significantly in the future. Given the vagueness and...plans to release a browser interface in 1999 (the Web site at this point provides **marketing** literature only), SDC is still only available either through a direct dial-up subscription or...

11/3,K/9 (Item 2 from file: 148)
DIALOG(R) File 148:Gale Group Trade & Industry DB
(c)2001 The Gale Group. All rts. reserv.

10483114 SUPPLIER NUMBER: 21165931 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Breaking Through.
Goch, Lynna
Best's Review - Life-Health Insurance Edition, v98, n5, p22(1)
Sept, 1998
ISSN: 0005-9706 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 3379 LINE COUNT: 00294

TEXT:

Insurance **advertisers** are turning their focus from images of pain

and fear to humor and feeling good. Faced with a congested **marketing** world that sells through everything from grocery carts to web sites, insurance companies are fighting back. Overall, it means increasing **advertising** spending. It also means updating company images and the industry's image. After years of often relying on scare-tactic **ads** or generic images of hospitals and families, insurers are turning to new approaches. For some...

...offbeat humor, or the positive elements of living. Ed McCabe, founder of the McCabe & Co. **advertising** agency and the copywriter who penned "It takes a tough man to make a tender..."

...for Perdue Chicken and 'Recommended by Dr. Mom,' for Robitussin Cough Syrup, advises insurers to **change** their ways. That's because insurance ad copy is a bit of a yawn," McCabe...

...Dave Moore, of the McCann Erickson ad agency and creative director of Aflac's new **advertising** campaign, says that in selling an intangible like a brand image, the **advertisers** ' job is to build name recognition and create a positive feeling about the company. "What we want to accomplish is to warm the **doorknobs** , so when the sales force calls on corporate customers there is some recognition of what..."

...Growth Industry The marketplace is becoming more cluttered because all industries spend more money on **advertising** and **marketing** . Robert Coen, an ad industry forecaster with McCann Erickson Worldwide, projects domestic ad spending for...

...ad spending to increase 6% in 1999. McCann Erickson reports growth in several areas: * Newspaper **advertising** increasing from \$38 billion in 1996 to \$42 billion in 1997. * Television **advertising** increasing from \$42 billion in 1996 to \$44 billion in 1997. * Magazine **advertising** increasing from \$9 billion in 1996 to almost \$10 billion in 1997. Schonfeld & Associates' annual study on **advertising** growth rates and budgets also predicts that next year will be strong for insurance **advertising** . The study projects a 9.4% ad growth rate in 1999 for accident and health...

...should increase 6.4%. High Threshold Marketers see some additional barriers in creating successful insurance **advertising** . Jim Yardley of ad agency Foote Cone & Belding and creator of Blue Cross & Blue Shield...

...MetLife's decision to adopt the cartoon character Snoopy, which took the company beyond traditional **advertising** imagery and helped build a distinct identity. Insurance's unique terminology also creates a barrier...

...really sure what they mean, he said. Too often, insurers have responded by cranking out **ads** featuring images of doctors and happy people. The purpose is to reassure people. "But they..."

...improve the Blues' image nationally. The first step was to transform its print and television **ads** from warm and fuzzy images to a more contemporary, cutting-edge style. Each of the 54 Blues had been developing their own product-focused ad campaigns, but no **ads** addressed the overall Blue Cross & Blue Shield identity. Market research revealed that the Blue Cross...

...and stability but we were viewed as not being innovative," said Sylvia Walker, director of **advertising** and corporate communications for the national Blues association. "We had to **change** those perceptions and show ourselves as an innovative company that keeps pace with the needs...of Texas, Georgia and the Midwest. Besides establishing the UniCare name, company representatives said its **advertising** had to fight health insurance's current image problems. "There is a perception about managed care as being like HMOs, as being restrictive with no choice. We're **changing** those perceptions in markets where managed care is a new entity,"

Bob Lehner, UniCare's director of **marketing** , said. UniCare's ad agency, Rubin Postaer & Associates, Santa Monica, Calif., decided to build upon UniCare's brand platform of redefining health care. "The majority of the **ads** out there are warm and fuzzy, lots of babies and children and doctors. You can **change** the logo they are so similar and you don't know whose message is whose...

...market where there are a lot of established brands we wanted to break through the **advertising** that's out there." Through their research, Kritzler and her team learned that consumers considered...

...the basis for the "Medical Miracles" campaign. Recalling the "Believe It or Not" style, the **ads** present four medical "cocktail talk" factoids such as doctors using leeches to heal patients, lasers...

...a Referral!" Lehner said the quirky stories are a way to pull people into the **ads** and people like to use them as "did you knows." On television, a companion \$20 million campaign is linked to the Medical Miracles **ads** , also taking a tongue-in-cheek approach. For instance, one television ad portrays a Robert...

...s ad agency McCann Erickson, wanted to separate the company from the pack. "In insurance **advertising** the paradigm is a negative sell. Right off the bat we decided we didn't...

...with sports fans, Aflac's marketers developed "Aflac's Trivia Question," which carries a 1998 **advertising** budget of \$30 million. "People are attentive because the questions are fun," Spencer said. "It...

...centered on quoting competitive rates for all customers in 15 minutes, said Vice President of **Marketing** Ted Ward. After signing its three-millionth policyholder in May, Geico Chairman Tony Nicely attributed the company's growth to its national **advertising** campaign. Based on customer research, Geico learned that its target customers are technologically savvy and...

...based, simple, two-color print campaign. Shunning full-color art or celebrity spokespersons, the print **ads** are designed to efficiently use the print medium. "The idea is to focus on the...

...Direct without an agent/middleman can be a more efficient deliverer of the commodity." The **ads** can-v tag lines such as: "Geico Auto Insurance: So economical you can actually afford...

...because although we offer a serious product, there's no reason not to make the **marketing** of it fun and different," Ward said. On television, 30-second spots feature themes such ...negative portrayal of agents. In an article in IIAA's monthly magazine, Yates said, "Such **advertising** just furthers the public's negative perception of insurance." "We aren't trying to denigrate...

...approach," Ward said. He also points to agent-based companies that have ventured into direct **marketing** , including Allstate, Progressive and Nationwide Direct. "They see it as a growing side of the...

...its innovation. "We were the first company to offer employee practices coverage," Vice President of **Marketing** Steve Rautenberg said. That's why Reliance's campaign is focused not on insurance products...

...on the move and dynamic you're going to get wet on by somebody." Other **ads** in the print-only campaign feature quirky images such as elephants and mice, or comets and volcanoes. McCabe says the **ads** break through the usual dull corporate **advertising** done by insurers. "By being able to juxtapose Reliance's history with people's feelings...

...make-believe town was the fate of Truman Burbank. played by Jim Carrey. The Internet--**Advertising** 's Future? Measured in click-throughs, unique visits and banners, the newest **advertising** frontier is on the Internet Ad spending estimates for 1998 range from \$900 million to...

...5 billion, with a projected \$8 billion spent in 2002, according to eMarketer, an online **marketing** consulting firm. But Internet ad sales are still a tiny piece of the pie. The...

...2002 is only 3.7% of the estimated \$215 billion that will be spent by **advertisers** that year. For now, the biggest online **advertisers** are software companies and financial services. In August, Citicorp and Netscape Communications Corp. reached a...

...t, he said, your business's competitiveness in the next century is in jeopardy Insurers' **advertising** presence is not just confined to the now-obligatory company web sites. Auto insurers are...

...All three provide new car information and pricing. Iris Shaffer, executive director of communications and **marketing** support for the Blue Cross & Blue Shield Association, said her company is currently developing its...

...of sites on which it wants to appear and what companies it will allow to **advertise** on its site. "We always knew this is where we wanted to go because now everything is happening on the Web," she said. The most popular Internet **ads** are banner **ads** and sponsorship programs, said Bob Gear of Two Way Communications, an interactive ad agency. Banner **ads** now make up 80%-90% of all Web ad sales. Experts expect that percentage to decrease by 2000, with sponsorships and "interstitials becoming more popular. Interstitials are **ads** that pop up on sites. But Clickz, an online **marketing** information base reports that only 13%-16% of surfers click on them. Banner **ads** are strip **ads** found on many web sites. Current pricing is \$20 to \$100 for every 1000 impressions, Gear said. Sponsorship **ads** appear in market-related sites. One example is the Viaticus banner ad that greets visitors **ads** are purchased either for a lump-sum fee or through revenue-sharing contracts. Relationships can run from six months to two years. Another online **advertising** tactic is to buy keywords on search engines, Gear said. For example if a term...

...purchase the foreign word equivalent of their business's keywords. The next wave in online **advertising** may be on intranets--online communications within a company or between business partners. More insurance...

...are making benefits information available on their customers' intranets, Gear said. This may become an **advertising** opportunity as well. Corporate intranets are expected to grow rapidly over the next five years...

...use intranets, up from a handful in 1994. One company, Consumer Finance Network, is already **marketing** insurance through intranets. It assembles a package of auto, boat or pet insurance and sells...

11/3,K/10 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2001 The Gale Group. All rts. reserv.

10470726 SUPPLIER NUMBER: 21146515 (USE FORMAT 7 OR 9 FOR FULL TEXT)
1999 Trucks Hit The Road. (trucks, vans, and sport-utililty vehicles for the
model year 1999) (Buyers Guide)
Candler, Julie
Nation's Business, v86, n10, p51(1)

Oct, 1998

DOCUMENT TYPE: Buyers Guide

ISSN: 0028-047X

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 4124

LINE COUNT: 00309

TEXT:

...Merrihew, an analyst at the Troy, Mich., location of J.D. Power and Associates, a **marketing** -information and consulting firm based in Agoura Hills, Calif. Merrihew believes that the addition of...

...has a 3.5liter V-6 engine and "torque on demand" four-wheel-drive, which **transfers** power to all four wheels with the touch of a button. AM GENERAL The Hummer...four-wheel disc brakes with an antilock braking system and a system that senses minute **changes** in wheel speed under braking and adjusts the rear brake accordingly In the power department...
...Country minivan gets even more elegant with a Limited edition featuring chrome-plated wheels and **door handles** , a gold-accented instrument cluster, radio controls on the steering wheel, and soft leather seats...

...face-lifted QX4 sport-utility is planned for midway through the model year. No major **changes** are planned before then in the compact, five-passenger QX4, which has four-wheel drive...

...new on-demand four-wheel-drive system, called Quadra-Drive II, allows virtually 100 percent **transfer** of torque to a single wheel if it is the only one getting traction. A...is a smaller, more maneuverable version of the four-door model of the SUV. A **removable** cloth top covers only the rear bench seat; a permanent hardtop roof covers the driver...

...4-liter V-8 engine is noticeably quieter than its predecessor. LEXUS There are no **changes** for the RX 300, which Lexus calls a blend of luxury and sport-utility (it...

...wheel system has been added to the third-row bench seat for easy installation and **removal** . MAZDA The first import pickup with a four-door cab is the B-Series Cab...

11/3,K/11 (Item 1 from file: 608)

DIALOG(R)File 608:KR/T Bus.News.

(c)2001 Knight Ridder/Tribune Bus News. All rts. reserv.

06631152 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Dallas Builders Show Displays a Frenzy of Trends

Mary Umberger

Chicago Tribune

January 30, 1999

DOCUMENT TYPE: NEWSPAPER

RECORD TYPE: FULLTEXT

LANGUAGE: ENGLISH

WORD COUNT: 1606

...LEAD PARAGRAPH: insatiable beast, growing fat and happy on an all-you-can-eat diet of countertops, **doorknobs** , roofing tiles, dishwashers and all of the other goodies that the well-fed home craves.

...TEXT: insatiable beast, growing fat and happy on an all-you-can-eat diet of countertops, **doorknobs** , roofing tiles, dishwashers and all of the other goodies that the well-fed home craves...

...system that was touted as being the next microwave in terms of its potential to **change** our food-preparation habits.
The new cooking devices use light waves to speed-cook the...

...established in the South and parts of the West, and the manufacturers

say they are **marketing** to Midwesterners who want to stretch the backyard season. Particularly conspicuous were huge outdoor fireplaces...

11/3,K/12 (Item 1 from file: 88)
DIALOG(R)File 88:Gale Group Business A.R.T.S.
(c) 2001 The Gale Group. All rts. reserv.

03647369 SUPPLIER NUMBER: 17238348 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Anti-Semitism and our common future.
Neuhaus, Richard John
National Review, v47, n13, p52(5)
July 10, 1995
ISSN: 0028-0038 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 5443 LINE COUNT: 00423

TEXT:

...cites other instances of the perceived rise in ``bigotry.'' In Phoenix, some Jewish homeowners found **advertisements** on their **doorknobs** promoting a free video on the life of Jesus. A rabbi reports that a child ...freer expression of religion and religiously grounded moral convictions in public, a major and lasting **change** does seem to be under way. Given that this is America, such expression will be...

...spoke. In the last quarter-century, it was pointed out, there has been a dramatic **change** among Christians -- ranging from Catholics to evangelical Protestants -- in the understanding of Christianity's dependence...

...difference whether the slander is peddled by Jews or by Christians. The political culture is **changing** dramatically. The deepest and probably most long-lasting **change** is the rediscovery of the free exercise of religion, and the assertion of religiously grounded moral conviction in the public square. This is a **change** that can be welcomed by both Jews and Christians -- as citizens devoted to a free society, and as children of the God of Abraham, Isaac, Jacob, and Jesus. This **change** is understandably feared by determined secularists, Jewish and other, who are surprised that American history...

15/3,K/1 (Item 1 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2001 The Dialog Corporation. All rts. reserv.

02354828 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Commercialization Is Pulling the Punch from Product Plugs
Martin Van Der Werf
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (ARIZONA REPUBLIC)
July 29, 1998 12:21
JOURNAL CODE: KAZR LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1926

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Jul. 29--A new pizza delivery offer is rubber-banded to your **doorknob**
-- every day. Classified circulars are so numbing they are slowly turning
to mulch on your...

... they visit a mall or a supermarket. Or watch MTV.

It isn't going to **change**. The **advertising** industry is growing at a
pace faster than almost any other; 1998 should be the...

... The public has become so inured to it that the very notion of what
constitutes **advertising** is **changing**.

ABC and ESPN are being congratulated for their "commercial-free"
broadcasts of World Cup soccer...

?

22/3,K/1 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

06012899 Supplier Number: 53418300
GERMANY/CANADA: 3H-LACKE, CHEMCRAFT COOPERATE.
Farbe & Lack, p11
Dec 1, 1998
Language: German; NONENGLISH Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...Port Hope, Ontario, Canada, have signed a cooperation agreement. The two
producers of coatings for **furniture**, **doors**, panels and wooden floors
are to **exchange** knowhow concerning **marketing**, raw materials and
technology. The German company with 180 staff and an annual turnover of...

22/3,K/2 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2001 The Gale Group. All rts. reserv.

03881978 SUPPLIER NUMBER: 07421399 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Cars of the future? (General Motors Corp.'s Aero experimental vehicle)
Deeds-Jarvie, Karen
Automation, v36, n3, p30(2)
March, 1989
ISSN: 0896-6052 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1263 LINE COUNT: 00098

... of automatically raising and lowering the body (within a range of 4
in.) to meet **changing** road conditions; a **graphic display** dash; and
door handles which are neither flush nor protruding. The car doors are
opened electronically by pressing a...

24/3,AB/1 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

04843923 Supplier Number: 47126379
Plano firm revels in showing its customers the door.
Hensell, Lesley
Dallas Business Journal, p16
Feb 14, 1997
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

Exclusive Door Handles Inc. (Plano, TX) has developed door bars and handles which can be customized to bear corporate logos and names in a weather-resistant and durable acrylic design. The new firm has sought to utilize door handles as marketing tools for retailing companies. Exclusive Door Handles' general manager Archie Olivier has cited that the concept of using door handles as marketing tools, which originated from Europe, can strenghten the public's impression and increase their awareness of a company everytime they pass through the firm's doors.
?

26/3,AB/1 (Item 1 from file: 18)
DIALOG(R)File 18:Gale Group F&S Index(R)
(c) 2001 The Gale Group. All rts. reserv.

02822257 Supplier Number: 47126379
Plano firm revels in showing its customers the door.
Hensell, Lesley
Dallas Business Journal, p16
Feb 14, 1997
ISSN: 0899-4129
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

Exclusive Door Handles Inc. (Plano, TX) has developed door bars and handles which can be customized to bear corporate logos and names in a weather-resistant and durable acrylic design. The new firm has sought to utilize door handles as marketing tools for retailing companies. Exclusive Door Handles' general manager **Archie Olivier** has cited that the concept of using door handles as marketing tools, which originated from Europe, can strenghten the public's impression and increase their awareness of a company everytime they pass through the firm's doors.

32/3,AB/1 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

06270022 Supplier Number: 54380316
Screwfix targets diy retail market with direct sales.
DIY Week, p5(1)
April 2, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 352

32/3,AB/2 (Item 1 from file: 553)
DIALOG(R)File 553:Wilson Bus. Abs. FullText
(c) 2001 The HW Wilson Co. All rts. reserv.

03562969 H.W. WILSON RECORD NUMBER: BWBA97062969
Now the customer is job 1.
AUGMENTED TITLE: Ford Motor Co. of Canada; cover story
Lorine, John
Canadian Business (Can Bus) v. 70 (July '97) p. 22-6+
LANGUAGE: English
WORD COUNT: 4794

ABSTRACT: Automakers are now being forced to experiment with aggressive new tactics in order to win customers, and among the Big Three in Canada, none offers a more revealing glimpse of the way carmakers are grappling with their volatile marketplace than Ford Canada, which recently appointed Bobbie Gaunt as its president and CEO. Gaunt, the first woman ever to be named to Ford Canada's top post, is highly regarded in the car industry and belongs to a new generation of marketing experts that is radically changing the way automakers sell their product. Gaunt says that what is important is how the product fits the customer, who, tired of the traditional buying experience, is turning to outlets and services that make car purchasing easier, faster, and more satisfying--forcing the auto industry to reinvent the way that its vehicles are designed and sold. Conventional mass marketing has been replaced by a range of new approaches, including niche marketing, loyalty-orientated incentive programs, cross-promotions, and brand management. On the retail side, there will be even more tangible, dramatic changes in the near future. The one issue, however, that may determine Gaunt's legacy is how she deals with the coming restructuring of the Canadian dealer industry.

32/3,AB/3 (Item 1 from file: 608)
DIALOG(R)File 608:KR/T Bus.News.
(c)2001 Knight Ridder/Tribune Bus News. All rts. reserv.

06613697 (USE FORMAT 7 OR 9 FOR FULLTEXT)
General Motors Updates the Buick LeSabre for 2000
Matt Nauman
San Jose (Calif.) Mercury News
December 04, 1998
DOCUMENT TYPE: NEWSPAPER RECORD TYPE: FULLTEXT LANGUAGE: ENGLISH
WORD COUNT: 1316

File 6:NTIS 1964-2001/Jun W1
Comp&distr 2000 NTIS, Intl Cpyrght All Right

File 8:EI Compendex(R) 1970-2001/May W3
(c) 2001 Engineering Info. Inc.

File 14:Mechanical Engineering Abs 1973-2001/Mar
(c) 2001 Cambridge Sci Abs

File 32:METADEX(R) 1966-2001/Jul B2
(c) 2001 Cambridge Scientific Abs

File 33:Aluminium Ind Abs 1968-2001/Jun
(c) 2001 Cambridge Scientific Abs

File 34:SciSearch(R) Cited Ref Sci 1990-2001/May W3
(c) 2001 Inst for Sci Info

File 63:Transport Res(TRIS) 1970-2001/Apr
(c) fmt only 2001 Dialog Corp.

File 65:Inside Conferences 1993-2001/May W2
(c) 2001 BLDSC all rts. reserv.

File 92:IHS Intl.Stds.& Specs. 1999/Nov
(c) 1999 Information Handling Services

File 94:JICST-EPlus 1985-2001/Apr W5
(c)2001 Japan Science and Tech Corp(JST)

File 96:FLUIDEX 1972-2001/May
(c) 2001 Elsevier Science Ltd.

File 99:Wilson Appl. Sci & Tech Abs 1983-2001/Apr
(c) 2001 The HW Wilson Co.

File 108:AEROSPACE DATABASE 1962-2001/MAY
(c) 2001 AIAA

File 238:Abs. in New Tech & Eng. 1981-2001/May
(c) 2001 Reed-Elsevier (UK) Ltd.

File 293:Eng Materials Abs(R) 1986-2001/Jun
(c) 2001 Cambridge Scientific Abs

File 335:Ceramic Abstracts 1976-2001/Q2
(c) 2001 Cambridge Scientific Abs.

File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
(c) 1998 Inst for Sci Info

Set	Items	Description
S1	365	DOOR?(2N) (HANDLE? OR KNOB? OR FURNITURE OR ATTACHMENT) OR - DOORKNOB? OR DOORHANDLE?
S2	4445198	REMOV? OR CHANG? OR INTERCHANG? OR EXCHANG? OR TRANSFER?
S3	186301	ADVERTIS? OR ADS OR MARKETING OR GRAPHIC?(2N) (DISPLAY? OR - PANEL? OR DESIGN?) OR DECAL?
S4	230949	PICTURE? OR VISUAL() (IMAGE? OR MESSAGE?) OR SIGNS OR SIGNA- GE OR INDICIA
S5	2	ADHANDLES OR AD()HANDLES OR LOGOHANDLES OR LOGO()HANDLES OR DOORBOARD? OR DOOR()BOARD?
S6	3	DISPLAY()INSERT?
S7	1	S1 AND S2 AND S3
S8	0	S1 AND S6
S9	3	S1 AND (S4 OR S5)
S10	3	RD (unique items)
S11	3	S10 NOT S7
S12	461	AU="OLIVIER A"
S13	0	AU="OLIVIER ARCHIE"
S14	0	AU="OLIVIER AA"
S15	360	AU="OLIVIER, A" OR AU="OLIVIER, A."
S16	11	AU="BECKER WE"
S17	0	AU="BECKER WILLIAM"
S18	18	AU="BECKER, W. E."
S19	2	AU="BECKER, WILLIAM E."
S20	0	(S12 OR S15 OR S16 OR S18 OR S19) AND S1

7/3,AB/1 (Item 1 from file: 6)

DIALOG(R)File 6:NTIS

Comp&distr 2000 NTIS, Intl Cpyrght All Right. All rts. reserv.

1655004 NTIS Accession Number: PB92-184050

Fatal Accident Circumstances and Epidemiology (FACE) Report: Foreman Electrocuted and Lineman Injured After Truck-Mounted Crane Boom Contacts 7,200-Volt Overhead Powerline in Virginia, August 22, 1990

National Inst. for Occupational Safety and Health, Morgantown, WV. Div. of Safety Research.

Corp. Source Codes: 050438008

Report No.: FACE-90-39

29 Jan 91 12p

Languages: English

Journal Announcement: GRAI9216

Order this product from NTIS by: phone at 1-800-553-NTIS (U.S. customers); (703)605-6000 (other countries); fax at (703)321-8547; and email at orders@ntis.fedworld.gov. NTIS is located at 5285 Port Royal Road, Springfield, VA, 22161, USA.

NTIS Prices: PC A03/MF A01

A 24 year old male lineman foreman was electrocuted when he grabbed the **door handle** on a crane truck whose boom was in contact with a three phase 7,200 volt 24 foot high overhead powerline. He was employed by a telecommunications company. The foreman and a crew of three other workers were **removing** four poles that had supported an **advertisement** billboard. The poles were 15 feet away from the overhead powerline. To **remove** the poles, a lineman positioned the truck mounted crane directly under the powerline. While standing on the ground, he maneuvered the crane boom using the rubber coated hand control levers mounted at the back of the truck. While the workers were pulling out the third pole, the end of the boom contacted the overhead powerline. A laborer saw that the lineman was being shocked and was unable to let go of the control; he kicked the lineman in the chest, breaking the connection. The truck tires ignited and the truck began to burn. The foreman, upon witnessing this, tried to open one of the truck doors and was electrocuted. The lineman suffered minor burns on his hand. It is recommended that a job survey be conducted prior to work in order to identify all possible hazards; that cranes not be operated within 10 feet of energized powerlines; that boomed vehicle operators be trained in the safe operation of the vehicles; that the local utility be contacted to deenergize power lines or insulate them in the vicinity of a work area; that a safety program be developed and that truck mounted cranes be retrofitted with electrically isolated crane control systems.

11/3,AB/1 (Item 1 from file: 8)
DIALOG(R) File 8:Ei Compendex(R)
(c) 2001 Engineering Info. Inc. All rts. reserv.

04514545

E.I. No: EIP96093347735

Title: Falling out of trains

Author: Parsons, Stuart O.

Corporate Source: Parsons and Associates, Saratoga, CA, USA

Conference Title: Proceedings of the 1996 40th Annual Meeting of the Human Factors and Ergonomics Society. Part 1 (of 2)

Conference Location: Philadelphia, PA, USA Conference Date: 19960902-19960906

E.I. Conference No.: 45349

Source: Proceedings of the Human Factors and Ergonomics Society v 1 1996. Human Factors and Ergonomics Society, Inc., Santa Monica, CA, USA. p 501-505

Publication Year: 1996

CODEN: PHFSDQ ISSN: 0163-5182

Language: English

Abstract: Approximately ten cases have been documented of people falling out of the side exit doors of moving passenger trains throughout the US. Most of these individuals were elderly passengers and the events usually happened late at night. Amtrak has classified most of these accidents as individuals with mental disorders or suicidal tendencies. Legal actions at the present time have been dismissed by the courts due primarily to the lack of any witnesses to the events. An investigation was conducted of a passenger car allegedly involved in one of these accidents. A number of recommendations were made including: 1) a systems engineering study of the problem, 2) an interlock system which would prevent the side exit **door** locking **handle** from being activated while the train is in motion, 3) an 'All Green Board' at the engineer's station to indicate that all doors on the train are locked before starting the train, 4) a protective translucent cover installed over the regular **door handle** to indicate the criticality of opening this door, 5) a new warning sign on the exit doors which follows the ANSI standard, and 6) a training program, related to this dangerous situation, for all Amtrak operational personnel. (Author abstract) 9 Refs.

11/3,AB/2 (Item 2 from file: 8)
DIALOG(R) File 8:Ei Compendex(R)
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00214533

E.I. Monthly No: EI72X021107

Title: New plastics products.

Author: ANON

Source: Appl Plast v 14 n 1 Feb 1971 p 1820

Publication Year: 1971

CODEN: APTCA

Language: ENGLISH

Abstract: Survey of new plastic applications includes- 'mixmaster' jug attachment; thinner, cheaper tissue; battery in plastic container; protecting 747 jet engines; new bobbin box; **signs** for filling station canopies; protection for car **doors**; **attachment** for baby chair; allplastics latch which will not coorode; switching block; wire tire fastener; reproduction stone panels; 'Polyart' (plastic paper) for page make- up; and tractor roofs of ABS sheet.

11/3,AB/3 (Item 1 from file: 34)
DIALOG(R) File 34:SciSearch(R) Cited Ref Sci

(c) 2001 Inst for Sci Info. All rts. reserv.

04594842 Genuine Article#: TW096 Number of References: 8

**Title: DYNAMIC ANALOGIC CNN ALGORITHMS FOR A COMPLEX RECOGNITION TASK - A
FIRST STEP TOWARDS A BIONIC EYEGLASS** (Abstract Available)

Author(s): CSAPODI M; ROSKA T

Corporate Source: HUNGARIAN ACAD SCI, INST COMP & AUTOMAT, POB 63/H-1502
BUDAPEST//HUNGARY//; TECH UNIV BUDAPEST/H-1521 BUDAPEST//HUNGARY/

Journal: INTERNATIONAL JOURNAL OF CIRCUIT THEORY AND APPLICATIONS, 1996, V
24, N1 (JAN-FEB), P127-144

ISSN: 0098-9886

Language: ENGLISH Document Type: ARTICLE

Abstract: Complex, dynamic, analogic CNN algorithms are presented for detecting some objects and features in a natural scene. Though the problem is well defined, the variations in the arrangements of features and objects and the illumination cause significant problems. The task is to find **doors** , **door -handles** , **signs** , etc. in a given floor of a house. The solution is a first step towards making a bionic CNN eyeglass.

DATE: MAY 22, 2001

CLIENT:
LIBRARY: NEWS
FILE: ALLNWS

YOUR SEARCH REQUEST IS:

(DOOR HANDLES OR DOOR KNOBS) W/7 (GRAPHIC! OR ADS OR ADVERTISING OR MARKETING
OR DISPLAY INSERT!)

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:

LEVEL 1... 59

Copyright 1998 The Sentinel
Way We Were

June 27, 1998

SECTION: Pg.14

LENGTH: 198 words

HEADLINE: Message on a plate

BODY:

MENTION a finger-plate and most people would associate it with a posh buffet.

But something with the same name was made to protect the part of a door where grubby hands push it open - and the advertising world made full use of this little area nobody could miss.

In the home the finger-plate was made of porcelain or brass to match the door knob. However, for advertising purposes, they were made of thin tin. Some were enamelled like walls signs in miniature.

Usually restricted to dimensions of around 7in by 3in, the little plates advertised everything from cigarettes to tea and boot polish. Most shops had one or even two on both sides of the front door.

From late Victorian times hardware stores favoured finger-plates for advertising various kinds of polish. A good example is the Yewsabit advert for metal polish showing a drummer boy banging on the tin.

Over the years most of these old designs were painted over when shops were given a facelift. Either that or the plates were simply dumped when a shop was sold or modernised.

Even so, if you keep your eyes open, you might find one of these colourful artefacts from a bygone era hiding beneath a coat of paint.

GRAPHIC: A small selection of the metal finger-plates which many shopkeepers nailed to the front door.

SECTION: Vol 12; No 30; pg 19

LENGTH: 699 words

HEADLINE: Gimmick turns to gold for Vertical Sign Blind

BYLINE: Timothy Hart

DATELINE: Wichita; KS; US; Midwest

BODY:

Wichita entrepreneur Art Stanfill freely admits he wasn't planning on launching a new venture when he invented the concept of the "sign blind." Stanfill's company was at that time involved with distributing a line of horizontal and vertical blinds, and Stanfill thought it might be nice to offer signage - including logos and advertising - printed on the outward surface of 3-1/2 inch vertical or horizontal blinds. In short: he needed a gimmick. "I developed the product as a unique feature that would portray us differently than the average blind provider," Stanfill said. "I really didn't think I would sell any of them." On that count, at least, Stanfill was somewhat short-sighted. But once the potential of the sign blind became evident, Stanfill shifted the focus of his operation to the invention, and today is president of Vertical Sign Blind Corp., an enterprise that designs and markets both locally and nationally. Stanfill's invention, which was patented in April, is a simple idea that is difficult to execute. Blind manufacturers and sellers repeatedly told Stanfill that the idea wasn't worth the effort. But Stanfill accomplished the feat, joining forces with the Mid-America Manufacturing Technology Center at Wichita State University to develop a process of bonding pre-printed vinyl strips to the surface of the blinds. Still the company faced challenges. Stanfill, whose roots lie in the woodworking and signage industries, had established lines of interior and exterior sign systems that were paying the bills, but which were also pulling time from the research and development goals of the company.

In the end, Stanfill said, maintaining cash flow is important - but it cannot be allowed to restrict the vision and potential of the company. "One mistake entrepreneurs make is that they sell themselves into slavery chasing after cash flow," Stanfill said. "They never have time to gather the strategic planning to do anything and move ahead. We're trying not to make that mistake." The solution for Stanfill was to scrap planned sales staff additions, phase out the profitable lines and rely on reserves until the idea took flight. "The transition is the challenge," Stanfill said. "You're pretty much putting your eggs in one basket and betting on the future." The results so far have been positive. After start-up in April, VSBC posted sales of \$4,000 its first week and \$8,000 in its second week. Stanfill expects seven-figure revenues in the near future. One reason for optimism is a recently launched division of VSBC called Direct Mall Indoor Billboards which will expand on the sign blind concept. Direct Mall's indoor billboards employ 10-foot by 20-foot vertical blinds that are marketed specifically to mall chains to cover deserted store fronts and offices. According to VSBC brochures, the concept will for the first time allow companies to display advertising in malls without leasing floor space. Stanfill and Brad Scott, VSBC's national sales manager, recently negotiated an exclusive contract for indoor billboards with Simon-DeBartolo Inc., the nation's largest privately owned chain of shopping centers. Direct Mall will also offer a product called Touchable I.D. which applies logos and advertising to door handles. Stanfill's research found that the door handle idea had been patented five times going back to 1932 - but each of those patents had run out. Through counsel, Stanfill applied for and received a utility patent for that concept as well. "We are looking to create a new revenue producing facet to the signage industry," Stanfill said. "We think that this is just a unique opportunity." Stanfill said that the VSBC's early success has some base in Stanfill's past work in the field of sign design. Stanfill's work dots the landscape from the signage at the entrances of Towne East Square to Atlanta's Georgia Dome. But he considers that period of his life an investment that is paying off now for the new company. "There is no shortcut to get to the position of having the ability to do business and have good relationships," said Stanfill, who has operated in Wichita for nearly 20 years. "It takes nothing but time."

DATE: MAY 22, 2001

CLIENT:
LIBRARY: NEWS
FILE: ALLNWS

YOUR SEARCH REQUEST IS:

DATE BEF 12/08/1998 AND (DOOR HANDLES) W/15 ((CORPORATE LOGOS) OR (MARKETING
TOOLS))

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:

LEVEL 1... 3

July 28, 1985 Sunday, FINAL EDITION

SECTION: ARTS; Pg. 10; ZONE: C

LENGTH: 1852 words

HEADLINE: DESIGN OF MCDONALD'S OAK BROOK COMPLEX KEEPS GOOD TASTE IN MIND

BYLINE: By Paul Gapp, Architecture critic.

BODY:

Large suburban buildings of the last few decades seldom present the kind of exterior imagery that sticks in the memory. Because we ordinarily view them from fast-moving automobiles, their long, low shapes glide by and blend anonymously into the landscape. Up close, their visual character is frequently demeaned by the surrounding presence of parking lots. There are increasing exceptions to this, of course. In such Southwestern cities as Phoenix and Houston, skyscrapers far from downtown rise up to make powerful statements about themselves by means of sheer height. Postmodernism permissiveness allows the use of strong shapes and colors that can turn even a low suburban structure into an architectural billboard.

Cheaper land costs that make suburban horizontality possible also present special design opportunities. There may be less ego gratification in low-profile architecture, but there also is the chance to create elegant processions of interior spaces, to make close connections with nature and to move into the sort of freestyle innovation that is difficult on tight urban sites.

And so it was when the Chicago architecture firm of FCL Associates Inc. was commissioned to design a new headquarters and training complex in Oak Brook for McDonald's Corp., the international fast-food organization. The design challenge was considerable, the opportunities great. And so far, at least, FCL has turned in a more than creditable performance.

It is hardly rude to say that the collaborative marriage of FCL and McDonald's--if one may put it that way--at first appeared unlikely in the extreme. FCL's principal designer, Dirk Lohan, lives in a Mies van der Rohe tower on the Gold Coast, does not own an automobile, sometimes gets lost in the suburbs and is generally about as urbane as they come. Until not long ago, he embraced the International Style as tightly as any architect in Chicago.

McDonald's, on the other hand, has paid lip service to tasteful, non-intrusive architecture over the years, but still builds some of the corniest and gaudiest little restaurants in the world. Its franchise holders concentrate on selling hamburgers and french fries, and that is mistakenly transformed into a mandate for facades that look like they belong in amusement parks.

So, a new McDonald's corporate headquarters in Oak Brook? How could the people who live in the ritzy houses there stand for such a thing? In any case, why not turn over the whole design job to somebody like Robert Venturi, James Wines or Michael Graves? If the Golden Arch was to set the tone, why not give in to recognized purveyors of architectural whimsy or even craziness?

But no. McDonald's executives, whatever their marketing strategy, personally enjoy corporate class as much as anyone else. They do not live by hamburgers alone any more than all Disney people wear Mickey Mouse wristwatches. And so they hired FCL, captained by Lohan, to give them something not too cerebral, but not too McBourgeois, either.

Residents of Oak Brook fought long and hard to block the project on grounds that the 80 acres bought by McDonald's were better suited to houses. Yet whatever fears they had seem to have been groundless. The corporate complex is certainly a visual good neighbor, and the ambiance of the place is somewhere between that of a chautauqua and a resort hotel.

Actually, you don't see much of the spread until you turn off Jorie Boulevard into an entrance road and drive through a naturally wooded and heavily planted area that could pass for a state park and even has signs and light poles done in Smokey Bear brown. Bike and jogging paths open to the public wind through the greenery, and nobody will challenge you if you just want to walk the grounds and gawk a bit.

Two buildings are in place at this point: a training center for McDonald's restaurant managers and corporate employees and a lodge in which trainees and other business guests are accommodated. A majority of the visitors to the

corporate campus (as such things are called) are enrolled in advanced operations classes. Some 3,000 persons a year come to Oak Brook from all over the world to learn how to run McDonald's restaurants.

The buildings flank the westernmost of two artificial lakes, which provide flood control in addition to being decorative. They are connected by a long, curving footbridge that passes across a tiny island. The roofed but open-sided bridge has the salutary effect of forcing people out into the fresh air, even if that is a rather nippy business in January.

Considered as an architectural *pas de deux*, the lodge and training center come off quietly, handsomely and in the sort of safe good taste that carries no great surprises but no overly contrived effects, either. At a time when so many designers feel obliged to make some superficial and often clumsy nod in the direction of classicism, it is refreshing to find straightaway architecture.

Of the two structures, the 154-room lodge is the more interesting, presenting a rather taut and certainly comely composition of multileveled planes that is somewhat in the Prairie Style tradition. Deftly fitted into this structural scheme is a broad and 40-foot tall stone fireplace that serves as an interior focal point. The training center facades are less assertive, but lively enough, and give the building an appropriately separate identity.

Wood, brick, exposed concrete and stone are the principal construction materials inside and out of both buildings, and their earthy tones were reinforced in the selection of furnishings and fabrics. FCL handled the training center interiors, while those of the lodge were the concern of decorators employed by Hyatt Hotels, which manages the building. Credit for the landscape architecture is shared by FCL, Sasaki Associates Inc. and Theodore Brickman Co.

A precision in the use of materials, particularly the bricks, marks these buildings as obliquely reflective of the Miesian ethic from which FCL is not far removed. At the same time, the McDonald's work marks FCL's first major breakaway from the full constellation of International Style dogmas. Lohan, however much the city man, says he was not afraid to let romantic, rather emotional notions temper the more calculatedly rational approach he takes to urban architecture.

In the integration of the buildings with greenery and water, Lohan and his colleagues have done well. Still, one negative feeling about their choice of materials persists. A Wisconsin-quarried, rough-cut stone was used to edge the shorelines of the lakes and to build retaining walls. It was also employed in smoother form as an uncarpeted interior flooring material.

The problem is, this same stone (often as a veneer) has become ubiquitous as a kind of exterior wallpaper used in the sleazy remodeling of urban storefronts, as tract house cladding and as trim on ugly walk-up apartment buildings. The esthetic integrity of the material is thus sadly diminished, even in the most sophisticated hands. This could be a partly subjective reaction, of course, but does that make the use of such stone any less risky?

On his first predesign visits to the site, Lohan was smitten by a huge and magnificent old buckeye tree and a grove of mature oaks. He fitted the lodge around and next to this natural matrix quite skillfully. Inside the building, one finds a conventional but inviting collection of spaces where McDonald's trainees gather to dine (yes, there are dishes far more exotic than hamburgers), have a drink, compare class notes and socialize.

FCL made the most of the lodge's lakeside presence. Adjoining the bar and lounge area is a flagstone terrace overlooking the water and a wooden dock supporting umbrella-topped tables. Some of the well-appointed and furnished guest rooms open onto flagstone terraces facing one of the lakes. About half of them are doubles often shared by strangers and thus laid out in a separate-turf dormitory fashion. The lodge's other amenities include a ballroom and a gift shop.

Inside the training center, the most arresting space is a skylighted, two-story atrium above a lounge where students may relax between classes and seminars. Offices, classrooms, auditoriums and laboratories of several sizes occupy most of the building.

The chief distinction of the training facilities lies in their comfort and accommodation of electronic and mechanical equipment. Theater-style classroom seats designed by FCL seem ergonomically sublime and have concealed pullout writing panels (including many for left-handers) and space for miniature computers of the future. There is a seeming plethora of multimedia and TV gear, and facilities for instant language translation (this operation is global, remember).

McDonald's "labs" contain no test tubes, but rather an array of equipment precisely duplicating that found in their real world restaurants. Trainees learn how to cope with maintenance problems and emergencies ranging from balking air conditioners to grill fires. One lab is filled with nothing but french frying machines of all the different models and vintages a restaurant manager might conceivably encounter.

The corporate mystique of the client was considered in the overall conceptualizing by FCL and shows up in some specific design details as well. What we have here is 330,000 square feet of space devoted to what is obviously perceived as the mission (not just the necessity) of training people to excel in the sale of billions of hamburgers. It is a serious but essentially happy, somehow very American activity, and the architecture is meant in part to reflect that.

An outsider can only intuit these nuances of corporate purpose, but surely their ephemeral existence is confirmed in the way McDonald's Oak Brook people smile and exuberantly say hello to strangers and keep every inch of the place so excruciatingly clean that open heart surgery could be performed on any surface.

Then there are the designed tangibles: the McDonald's flags snapping in the wind; the McDonald's subterranean time capsules, their presence signaled on the surface by lids carrying the corporate logo; **and on every custom-cast bronze door handle, a tiny Golden Arch to remind you that the mission never varies on this campus.** All of these things began their lives on drawing boards.

In the end, however, FCL's tasteful architecture dominates. It will doubtless continue to do so as the Oak Brook complex is expanded by another 820,000 square feet over the next 15 years. Lohan's breakout from the straitjacket of Miesianism is complete, and McDonald's willingness to eschew the gaudy and the cornball has been demonstrated. If only the men with a mission would now apply that willingness to their restaurants.

GRAPHIC: PHOTOS 2

PHOTO: The lodge at the McDonald's Corp. headquarters and training complex in Oak Brook: A rather taut and certainly comely composition of multileveled planes that is somewhat in the Prairie Style tradition.

PHOTO: The footbridge and training center: Considered as an architectural pas de deux, the training center and lodge come off quietly in the safe good taste that carries no great surprises but no overly contrived effects.

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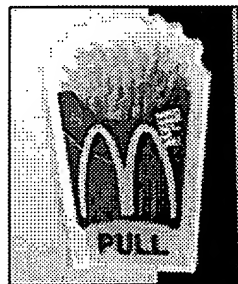
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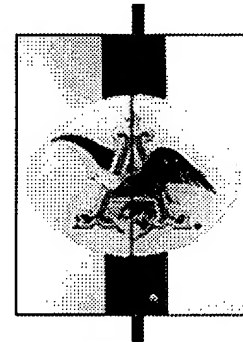


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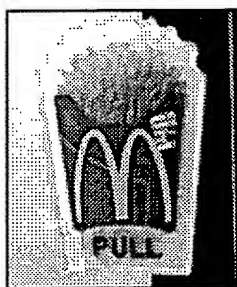
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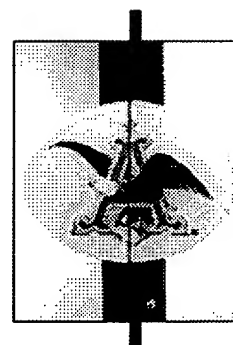
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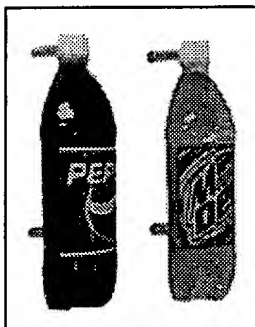
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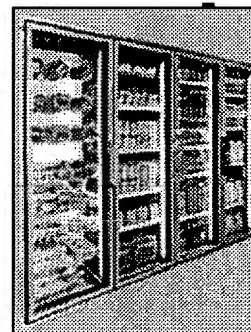
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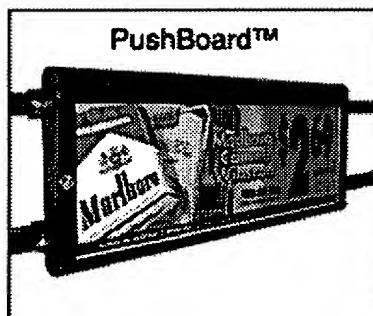
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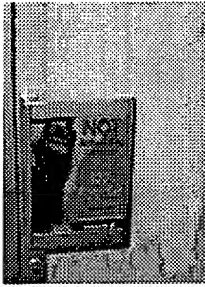


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Word Mark	EDH
Goods and Services	IC 006. US 002 012 013 014 023 025 050. G & S: METAL HANDLES FOR DOORS
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	261121 261125
Serial Number	75740779
Filing Date	June 30, 1999
Filed ITU	FILED AS ITU
Published for Opposition	August 29, 2000
Owner	(APPLICANT) EXCLUSIVE DOOR HANDLES, INC. CORPORATION TEXAS 7017 John Carpenter Freeway, Suite 101 Dallas TEXAS 75247
Attorney of Record	Gregory V. Novak
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Registration Number: (NOT AVAILABLE)

Mark



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Date of Status: 2000-11-21

Filing Date: 1999-06-30

The Notice of Allowance Date is: 2000-11-21

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMO Law Office 114

CURRENT APPLICANT(S)/OWNER(S)

1. EXCLUSIVE DOOR HANDLES, INC.

GOODS AND/OR SERVICES

METAL HANDLES FOR DOORS

PROSECUTION HISTORY

2000-11-21 - Notice of allowance - mailed

2000-08-29 - Published for opposition

2000-07-28 - Notice of publication

2000-06-12 - Approved for Pub - Principal Register (Initial exam)

2000-04-12 - Response to office action

1999-10-15 - Non-final action mailed

1999-10-06 - Case file assigned to examining attorney

CONTACT INFORMATION

Attorney of Record: Gregory V. Novak

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GREGORY V. NOVAK
ROYSTON, RAYZOR, VICKERY, NOVAK & DRUCE
2000 RIVERVIEW TOWERS, 111 SOLEDAD
SAN ANTONIO, TEXAS 78205
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Word Mark	EDH
Goods and Services	IC 006. US 002 012 013 014 023 025 050. G & S: METAL HANDLES FOR DOORS
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75740780
Filing Date	June 30, 1999
Filed ITU	FILED AS ITU
Published for Opposition	August 29, 2000
Owner	(APPLICANT) EXCLUSIVE DOOR HANDLES, INC. CORPORATION TEXAS 7017 John Carpenter Freeway, Suite 101 Dallas TEXAS 75247
Attorney of Record	Gregory V. Novak
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Serial Number: 75740780

Registration Number: (NOT AVAILABLE)

Mark (words only): EDH

Current Status: Opposition period completed, a Notice of Allowance has been issued.

Date of Status: 2000-11-21

Filing Date: 1999-06-30

The Notice of Allowance Date is: 2000-11-21

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMO Law Office 114

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2000-06-12 - Approved for Pub - Principal Register (Initial exam)

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1999-10-15 - Non-final action mailed

1999-10-06 - Case file assigned to examining attorney

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Attorney of Record: Gregory V. Novak

Address:

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ROYSTON, RAYZOR, VICKERY, NOVAK & DRUCE

2000 RIVERVIEW TOWERS
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Typed Drawing

Word Mark EDH DOOR BOARD

Goods and Services IC 035. US 100 101 102. G & S: ADVERTISING AND MARKETING SERVICES INCLUDING DESIGN, MANUFACTURING AND PLACEMENT OF ADVERTISING OR MARKETING MATERIALS IN PRINT.

IC 040. US 100 103 106. G & S: CUSTOM MANUFACTURE OF ADVERTISING BOARDS FOR OTHERS

IC 042. US 100 101. G & S: DESIGN FOR OTHERS IN THE FIELD OF ADVERTISING BOARDS

Mark Drawing Code (1) TYPED DRAWING

Serial Number 78004772

Filing Date April 19, 2000

Filed ITU FILED AS ITU

Owner (APPLICANT) Exclusive Door Handles, Inc. CORPORATION TEXAS 7017 John Carpenter Freeway, Suite 101 Dallas TEXAS 75247

Attorney of Record Gregory V. Novak

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Serial Number: 78004772

Registration Number: (NOT AVAILABLE)

Mark (words only): EDH DOOR BOARD

Current Status: Applicant's response to a non-FINAL office action has been entered in application.

Date of Status: 2001-05-11

Filing Date: 2000-04-19

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMEG Law Office 102

CURRENT APPLICANT(S)/OWNER(S)

1. Exclusive Door Handles, Inc.

GOODS AND/OR SERVICES

ADVERTISING AND MARKETING SERVICES INCLUDING DESIGN, MANUFACTURING AND PLACEMENT OF ADVERTISING OR MARKETING MATERIALS IN PRINT.

CUSTOM MANUFACTURE OF ADVERTISING BOARDS FOR OTHERS

DESIGN FOR OTHERS IN THE FIELD OD ADVERTISING BOARDS

PROSECUTION HISTORY

2001-04-04 - Response to office action

2000-09-08 - Non-final action mailed

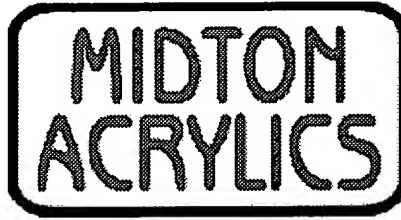
2000-08-31 - Case file assigned to examining attorney

CONTACT INFORMATION

Attorney of Record: Gregory V. Novak

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 ROYSTON RAYZOR, VICKERY & WILLIAMS LLP
 2200 TEXAS COMMERCE TOWER
 600 TRAVIS STREET
 HOUSTON, TX 77002-2913
 US



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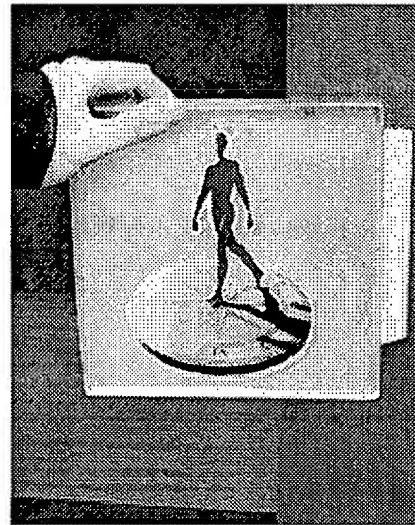
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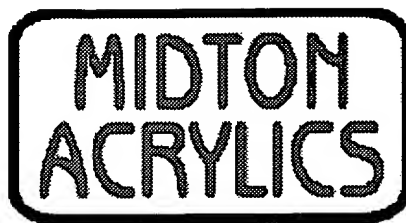
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Lochgilphead,
Argyll
PA31 8RR

Telephone: 01546 602182
Fax: 01546 603802
ISDN: 01546 606174
Email : enq@midtonacrylics.co.uk

THE COMPANY

Midton Acrylics was established in 1982. We have a modern fully equipped factory of 14,000 sq.ft. (1,300 sq.m.) situated near the town of Lochgilphead overlooking Loch Fyne on the picturesque West Coast of Scotland. We are two hours by road from the city centre of Glasgow.

Midton Acrylics specialise exclusively in the production of cast acrylic (PMMA) embedments which are utilised in a wide range of markets. The nature of the material and its high optical clarity primarily lends itself to the use of our products in display, promotional and decorative applications as well as being a high quality engineering thermoplastic.

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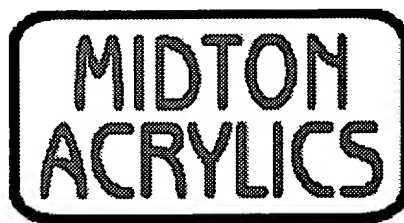
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PEOPLE**

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Fax: 01546 603802
ISDN: 01546 606174
Email : enq@midtonacrylics.co.uk

PRINCIPALS



Ken Enock

Founded company in 1982, Managing Director. BSc in Chemical Engineering 1974. Worked in acrylic embedment business since graduation. Moved from Oxford to Lochgilphed in 1980.

Spends spare time wandering in the hills in search of trout.



Ewen Cameron

Recruited in local pub in 1984. Works Manager. Oversees engineering function and production. Previously ran yacht charter business. Moved to Argyll after some years in Middle East.

Hobbies – sailing, motorcycling.



Brian Johnston

Persuaded to move from the Borders to Argyll in 1988. Printing Manager. In charge of screen and digital print production. Trained in circuit board industry before running a screen printing business.

Hobbies – member of mensa and dabbles on stock market

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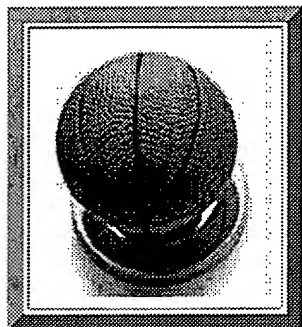


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Length 2-3/8"

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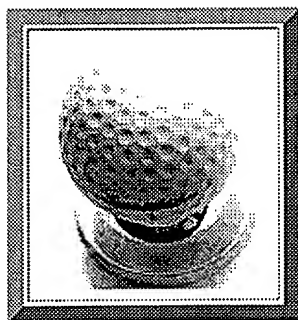
07005-7C: Dummy Knob/Coat Hook \$6.99

Base Diameter 2-1/2"

Length 2-3/8"

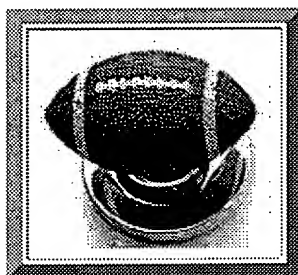
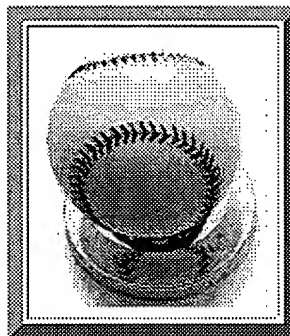


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07000-7G: Golf Ball **\$18.99**
07005-7G: Dummy/Coat Hook **\$6.99**
Base Diameter 2-1/2"
Length 2-3/8"

07000-7B: Baseball **\$18.99**
07005-7B: Dummy Knob/Coat Hook **\$6.99**
Base Diameter 2-1/2"
Length 2-3/8"



07000-7G: Football **\$18.99**
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Base Diameter 2-1/2"
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